

SAIT Students' Association

Job Description



Job Title:	<i>Communications Coordinator, Marketing & Communications</i>
Reports to:	<i>Manager, Marketing & Communications</i>
Direct Reports:	<i>N/A</i>
Position Type:	<i>Full-time, Salaried</i>
Category:	<i>Coordinator</i>
Travel Required	<i>Minimal overnight travel to attend conferences and training.</i>
Location of Work	<i>Saitsa Marketing & Communications Office (NK307), SAIT Main Campus (Hybrid Work Model)</i>

Job Purpose

Reporting to the Manager, Marketing & Communications, the Communications Coordinator is responsible for planning, implementing, and monitoring all of Saitsa's communication content and strategy to increase organizational awareness, improve marketing efforts, and increase operational sales. The Communications Coordinator works cooperatively with a variety of contributors and stakeholders to ensure regular communication such as weekly newsletters, social media content, etc is distributed on time. The Communications Coordinator will execute creative ways to promote Saitsa and find meaningful ways to connect with SAIT students, on and off campus.

Duties and Responsibilities

Social Media

- In collaboration with the Manager, Marketing & Communications, the Communications Coordinator develops, implements, and manages all social media strategy and content for Saitsa.
- Manages and oversees all content in the Saitsa Student Bulletin (weekly newsletter distributed to all Saitsa student members).
- Consults with industry professionals and influencers via social media to create a solid social network.
- Keeps informed of latest social media best practices and technologies.
- Explores opportunities for new social marketing platforms and adapts the current process to fit the organizational need.

Advertising

- Conducts market research and identifies trends.
- Assists Assistant Manager, Marketing & Communications in appropriate advertising-related activities.
- Assists Assistant Manager, Marketing & Communications Department in acquiring new sponsors and maintaining relationships with existing ones.

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Saitsa.com

SAIT Students' Association

Job Description



- Maintain and update sponsorship and advertising calendars, reports, and databases.

Qualifications

Education

Post-secondary education in journalism, marketing or communications

Knowledge, Skills, and Abilities

- Excellent knowledge and proficiency in TikTok, Facebook, Twitter, LinkedIn, YouTube, Instagram, and other social media best practices
- Minimum two years of experience managing an expansive social media calendar
- Exceptional organizational skills
- Exceptional writing skills
- Ability to deliver a clear and compelling message that fits the audience
- Ability to adjust content and style to meet a variety of stakeholders
- Familiarity with audio-visual communication and Adobe Premiere platform
- Familiarity with InDesign, Photoshop, Illustrator (Adobe Creative Suite) and WordPress
- Knowledge and experience working within a post-secondary environment are considered a strong asset

Personal Characteristics

The **Communications Coordinator, Marketing and Communications** should demonstrate competence in some or all of the following:

- **Adaptability:** Demonstrate a willingness to be flexible, versatile and tolerant in a changing work environment while maintaining effectiveness and efficiency.
- **Behave Ethically:** Understand ethical behaviour and business practices and ensure that your behaviour and the behaviour of others are consistent with these standards and align with the organization's values.
- **Build Relationships:** Establish and maintain positive working relationships with others internally and externally to achieve the organization's goals.
- **Communicate Effectively:** Speak, listen and write clearly, thoroughly and timely using appropriate and effective communication tools and techniques.
- **Creativity/Innovation:** Develop new and unique ways to improve the organization's operations and create new opportunities.
- **Focus on Client Needs:** Anticipate, understand, and respond to the needs of internal and external clients to meet or exceed their expectations within the organizational parameters.

SAIT Students' Association

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- **Foster Teamwork:** Work cooperatively and effectively with others to set goals, resolve problems, and make decisions that enhance organizational effectiveness.
- **Leadership:** Positively influence others to achieve results that are in the organization's best interest.
- **Make Decisions:** Assess situations to determine the importance, urgency and risks, and make clear decisions that are timely and in the organization's best interests.
- **Organize:** Set priorities, develop a work schedule, monitor progress toward goals, and track details, data, information and activities
- **Plan:** Determine strategies to move the organization forward, set goals, create and implement action plans, and evaluate the process and results.
- **Solve Problems:** Assess problem situations to identify causes, gather and process relevant information, generate possible solutions, make recommendations and resolve the problem.
- **Think Strategically:** Assess options and actions based on trends and conditions in the environment and the vision and values of the organization.

Working Environment

The working environment is primarily climate-controlled, with minimal safety/health hazard potential. Sedentary, sitting, walking, occasional lifting, frequent reading and computer use. Possibility to work some evenings/weekends during high-demand periods. Minimal overnight travel to attend conferences and training.

To apply, please submit all application documents to alyson.murray@edu.sait.ca by 4pm on Friday March 24th, 2023.